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Philip Morris USA — Smoker Share

MARLBORO SMOKER SHARE/MAT

- Over the past 12 months, Marlboro monthly smoker and volumetric share gains have paralleled Nielsen retail share advances.
  - Since November, Marlboro weekly volumetric and smoker shares for both Total Smokers and 18-24 year olds have been flat.
  - 18-24 year old Discount volumetric and smoker shares continue to maintain an inverse relationship with Marlboro's performance.
- The total MAT program is estimated to be:
  - 7.2 million mail receipts, ~0.5 - 0.8 million above forecast.
  - 28 million items ordered.
  - Total program cost of $445 million.
  - 1994 budget impact ($40.4 million).
- Weekly MAT mail receipts continue to rise, up to 389,000 counted receipts for week ending 3/2, plus an estimated 400,000 uncounted receipts.
- Awareness of the Marlboro Miles Promotion increased slightly in the two weeks prior to the February 28 expiration date, while the percentage of smokers collecting miles remained flat.

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Source: https://www.industrydocuments.ucsf.edu/docs/hjfj0004